

## CLAIMS

What is claimed is:

1. A method for collecting demographic information for a user over a wide area network, comprising:

5 providing a computer information database for storing product information and demographic information;

storing product information in the database;

providing communication access through the wide area network;

collecting user identification information;

10 storing the collected user identification information in the database;

enabling user access to the product information over the wide area network;

collecting user preference information relating to the product information over the wide area network; and

15 storing the collected user preference information in the database.

2. The method of claim 1, further comprising:

enabling search access to the information stored in the information database over the wide area network;

20 providing the ability to query the database by at least one search criteria to report selected demographic information.

3. The method of claim 2, wherein search criteria is selected from a criteria group including identification information and preference information.

4. The method of claim 3, wherein identification information is selected from a demographic parameters group including age, gender, income, and education.

5. The method of claim 3, wherein identification information is selected from a geographic parameters group including radio station listened to, five digit zip code, city, state, region, country, and the world.

6. The method of claim 3, wherein preference information is selected from a preference group including familiarity, passion, and burn.

7. The method of claim 1, further comprising:

providing an administrative interface mechanism adapted to implement at least one administrative function.

8. The method of claim 7, wherein the administrative function is selected from a function group comprising inputting product information into the database, updating product information, providing email retrieval, issuing accounts, and retrieving song preference information.

8. The method of claim 1, wherein the product information includes music information, music types, and music genres.

9. The method of claim 1, further comprising:  
tracking the life cycle of a product over a period of time.

10. The method of claim 2, identification information including an electronic mail address, the method further comprising:

identifying electronic mail addresses associated with the selected demographic information.

11. A demographic information collection and analysis apparatus for consumer preference information, comprising:

a computer database system adapted to accept and store product information and demographic information; and

a wide area network open participation system communicatively connected to the computer database system and adapted to collect consumer preference information for storage in the computer database system.

12. The demographic information collection and analysis apparatus of claim 11, product information comprising music information, music types, and music genres.

13. The demographic information collection and analysis apparatus of claim 11, the demographic information comprising identification information and preference information.

14. The demographic information collection and analysis apparatus of claim 13, the identification information comprising at least one geographic parameter, the geographic parameter selected from a geographic group comprising radio station listened to, five digit zip code, city, state, region, and country.

15. The demographic information collection and analysis apparatus of claim 13, the demographic information comprising at least one demographic parameter selected from a preference group including familiarity, passion, and burn.

16. The demographic information collection and analysis apparatus of claim 11, further comprising:

a data retrieval system communicatively connected to the computer database system and adapted to report demographic information stored in the computer database system over a wide area network.

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17. The demographic information collection and analysis apparatus of claim 11, the data retrieval system further adapted to sort the demographic information based on the demographic information.

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18. The demographic information collection and analysis apparatus of claim 16, further comprising;

an electronic mail address retrieval system adapted to associated an electronic mail address with the demographic information reported by the data retrieval system.

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19. The demographic information collection and analysis apparatus of claim 18, further comprising:

a life cycle tracking system adapted to monitor a song as it moves through various life cycle stages.

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20. The demographic information collection and analysis apparatus of claim 1, further comprising:

an administrative interface mechanism adapted to implement at least one administrative function selected from a function group comprising inputting product information into the database, updating product information, providing email retrieval, issuing accounts, and retrieving song preference information.

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